

67. (New) The gaming machine of claim 1, wherein the information displayed regarding one or more preferences includes a promotional opportunity.

## **REMARKS**

Claims 1-15, 30-44, and 55-67 remain in the present application. Claims 1-15, 30-44, and 55-59 were rejected. Claims 16-29, and 45-54 were withdrawn from consideration. Claims 1, 3, 4, 15, 30-32, 44, and 55 have been amended. Claims 60-67 have been added.

### ***Specification***

The Examiner objected to the disclosure because, on page 25, line 18, it contains an embedded hyperlink and/or other form of browser executable code. By this amendment, the embedded hyperlink and/or other form of browser executable code has been deleted from the paragraph beginning at page 25, line 18, and the objection is believed overcome thereby.

### ***Claim Objections***

The Examiner objected to the claims because the lines are crowded to closely together. A clean set of the pending claims in the present application are included in Appendix B, entitled "Appendix of Pending Claims." This clean set of pending claims has lines that are double-spaced, and the objection is believed overcome thereby. See 37 C.F.R. § 1.121(c)(3).

### ***Claim Rejections under 35 U.S.C. § 112***

The Examiner rejected claims 1-15 and 30-44 under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out in distinctly claim the subject matter which applicant records as the invention. Specifically, the Examiner stated that claims 1, 3, 4, 15, 30, and 44 are improper Markush-type claims rendering the claims indefinite.

Claims 1, 3, 4, 15, 30, and 44 have been amended to include proper claim language in accordance with the suggestions made by the Examiner. By the amendment of claims 1 and 30, claims 2-15 and 31-44 have also been amended to include proper claim language by dependency. Accordingly, the rejection under 35 U.S.C. 112, second paragraph is believed overcome by these amendments.

### ***Claim Rejections under 35 U.S.C. § 102***

The Examiner rejected claims 1-15, 30-44, and 55-59 under 35 U.S.C. 102(e) as being anticipated by Walker et al., U.S. Patent No. 6,110,041 (“Walker”). Claims 1, 30, and 55 have been amended to include recitations that are not disclosed by the Walker reference. In particular, claim 1 has been amended to recite “a user interface configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences.” Claim 30 has been amended to recite “displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences.” Claim 55 has been amended to recite “wherein said user interface is configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences.” Support for these amendments can be found on pages 8-18, as well as in Figures 1A-1B.

The Walker reference discloses that “[p]references selection button 370 allows a player to initiate selection of player preferences and to select player preferences displayed on video display area 346.” Col. 7, lines 1-3. However, the Walker reference does not disclose “a user interface configured to . . . display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences,” as recited in claims 1 and 55. Furthermore, the Walker reference does not disclose “displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences,” as recited in claim 30.

In the present application, the information displayed regarding the one or more preferences can include a simulated game, as described in the specification for the present application in the paragraph beginning at page 14, line 29. Specifically, as recited in claim 60, a user may view a simulation of a game presentation and may see different graphics implemented in a game presentation, hear different types of music and determine the functions of different input buttons on the gaming machine. This simulation can allow one to compare relative attributes of the available preferences. For instance, the simulation can allow one to compare relative attributes of different graphics, background, or music selections. Walker fails to disclose displaying information regarding one or more preferences, and also fails to disclose displaying a simulated game.

Additionally, the information displayed regarding the one or more preferences can include an account summary, as described in the specification for the present application beginning at page 15, line 12. For instance, the account summary, as recited in claims 61-62, may include a number of loyalty point records that may include of a number of fields, such as a date, a location, an activity, and points awarded during the activity. From the information in the account summary, one can compare the relative attributes of the available preferences. For instance, one can compare loyalty point award levels and awards, as recited in claims 64-66, using the information in the account summary. Walker fails to disclose displaying information regarding one or more preferences, and also fails to disclose displaying an account summary. Furthermore, Walker fails to disclose loyalty point award levels or awards.

In view of the amendments and remarks noted above regarding claims 1, 30, and 55, Applicant believes that the rejection to base claims 1, 30, and 55 have been overcome, thereby placing claims 1-15, 30-44, and 55-67 in condition for allowance in their present form for at least the reasons noted above.

### ***Conclusion***

In light of the foregoing amendments and remarks, Applicants respectfully submit that all pending claims are now in condition for allowance. Thus, Applicants respectfully request a Notice of Allowance from the Examiner. Should any unresolved issues remain, the Examiner is encouraged to contact the undersigned at the telephone number provided below. No fees appear to be necessary for this Amendment. However, if the Assistant Commissioner determines that any fee is due, such fee may be charged to deposit account No. 50-0388 (Order No. IGT1P026).

Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at the telephone number set forth below.

Respectfully submitted,  
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## APPENDIX A

### VERSION WITH MARKINGS TO SHOW CHANGES MADE

#### **In the specification:**

Paragraph beginning at page 25, line 18 has been amended as follows:

The device drivers 559 utilize a communication protocol of some type that enable communication with a particular physical device. The device driver abstracts the hardware implementation of a device. For example, a device driver may be written for each type of card reader that may be potentially connected to the gaming machine. Examples of communication protocols used to implement the device drivers 559 include Netplex 560, USB 565, Serial 570, Ethernet 575, Firewire 585, I/O debouncer 590, direct memory map, serial, PCI 580 or parallel. Netplex is a proprietary IGT standard while the others are open standards. For example, USB is a standard serial communication methodology used in the personal computer industry. USB Communication protocol standards are determined by the USB-IF, Portland, Oregon[,www.usb.org].

#### **In the claims:**

1. (Amended) gaming machine comprising:

    a master gaming controller that is designed or configured to control one or more games played on the gaming machine and to request preference account information from a remote server; [and]

    a memory that is designed or configured to store gaming software that allows the master gaming controller to request one or more different portions of the preference account information from the remote server,

wherein the preference account information [comprises one or more of] includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games, preferred service options and preferred progressive games[.]; and

a user interface configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare the relative attributes of the available preferences.

3. (Amended) The gaming machine of claim 1, wherein the loyalty point account information comprises at least one or more records [of] that include an amount of loyalty points rewarded during a particular event.

4. (Amended) The gaming machine of claim 3, wherein the particular event [comprises] is selected from the group consisting of a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase [or] and a game play.

15. (Amended) The gaming machine of claim 1, wherein the input device is selected from the group consisting of a video touch screen, a button panel, a track ball, a mouse, a microphone, a touch pad, a card reader, a joy stick, a wireless interface, and a key pad [and combinations thereof].

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Cancelled)

30. (Amended) In a gaming machine, a method of customizing a game play according to one or more player preferences, the method comprising:

selecting a preference account;

receiving preference account information;

reconfiguring the gaming machine using said preference account information;

displaying information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences; and

executing a game play on the reconfigured gaming machine;

wherein the preference account information [comprises one or more of] includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games and preferred progressive games.

31. (Amended) The method of claim 30, wherein the loyalty point account information comprises at least one or more records [of] including an amount of loyalty points rewarded during a particular event.

32. (Amended) The method of claim 31, wherein the particular event is [comprises] a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase [and] or a game play.

44. (Amended) The method of claim 30, further comprising:  
sending preference account information to an external storage unit wherein said external storage unit [comprises] is selected from the group consisting of a smart card, a magnetic striped-card, a paper print-out, a remote server and a personal digital assistant.

45. (Cancelled)

46. (Cancelled)

47. (Cancelled)

48. (Cancelled)

49. (Cancelled)

50. (Cancelled)

51. (Cancelled)

52. (Cancelled)

53. (Cancelled)

54. (Cancelled)

55. (Amended) A method of creating or modifying a player preference account for a gaming machine, the method comprising:

identifying a player desiring to create or modify said player preference account from a computing device used by said player;

presenting an user interface on said computing device comprising a plurality of preference account options, wherein said user interface is configured to display preferences, to receive preference selections, and to display information regarding one or more preferences in a group of available preferences, wherein the information regarding the one or more preferences allows one to compare relative attributes of the available preferences;

receiving user inputs specifying one or more of said player preference account options; and

creating or modifying the player preference account based on the received user inputs.

60. (New) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes a simulated game generated using one or more preference selections.

61. (New) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes an account summary.

62. (New) The gaming machine of claim 61, wherein the account summary includes points awarded for an activity.

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63. (New) The gaming machine of claim 61, wherein the account summary includes one or  
more fields chosen from the group consisting of a date, a location, an activity, and points  
awarded for an activity.

64. (New) The gaming machine of claim 1, wherein the information displayed regarding the  
one or more preferences includes award level categories.

65. (New) The gaming machine of claim 64, wherein each award level category includes one  
or more prizes that are redeemable at an award level corresponding to the award level category.

66. (New) The gaming machine of claim 65, wherein the user interface further comprises an  
information display area for displaying addition information for each of the prizes.

67. (New) The gaming machine of claim 1, wherein the information displayed regarding one  
or more preferences includes a promotional opportunity.